

# QUARTERLY REPORT FIRST QUARTER – 2002

January 1, 2002 through March 31, 2002

**VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:**

## 1. GROWTH

As our town continues to expand, concerns for how future **growth** will be handled remains a top priority. **Traffic** on the roads and highways has increased considerably causing **congestion** and constant change and new developments in our **transportation** system. Nevada is still facing a huge **nuclear waste** issue and while that battle continues the **environment** remains as high importance. **Water** supply and **air pollution** prevail as top issues for environment within the community.

## 2. EDUCATION

**Education** remains an important concern for the people of Nevada. With the rapid **growth** of Southern Nevada, residents continue to have concerns with overcrowding in existing schools and the construction of new schools. **Teachers** and school **administration** are of interest due to the concern for the quality of education they are providing our children. **Safety** specifically has become a priority in numerous ways. Recent local occurrences of teacher misconduct along with the numerous national instances of **school violence** have residents concerned for the student's physical safety.

## 3. CRIME

**Crime** continues to be an issue of concern to Southern Nevadans, not only the traditional type, but a rise in new concerns since September 11<sup>th</sup>, 2001.

**Terrorism** and threats concern adults, and with subsequent job lay-offs, there has been a rise in **robberies**. The lay-offs also lend themselves to a rise in **alcohol** and **drug** use, and subsequent arrests for **DUI's**. **Safety and law enforcement** agencies must adjust to how they do their jobs, with special attention to areas and things to be on the look-out for.

## 4. LIFESTYLES

**Lifestyles** continue to be a positive aspect of living in Las Vegas, with nearby **travel** opportunities, the **24/7 town**, the cities **gambling and casinos**, and concerns about **health**. Since September 11<sup>th</sup>, 2001, people are more concerned and interested in **family and friends'** lives and activities and have shown a dramatic amount of **patriotism** toward our country, especially since Las Vegas is a military town with Nellis Air Force Base, and many retired military live here. People are concerned how

their lifestyles may be effected because of imposed **safety restrictions** since the terrorist attacks.

## 5. **ECONOMICS**

Not just here but across the nation **economics** and its future state is a concern among all since the September 11, attacks. For the most part our town has seen and hopes to continue with a steady flow in **tourism**, however the slightest fluctuation causes real concern for **job security**. The overall **cost of living** remains a positive to many here in our valley, however with **utility prices** constantly on the rise, many are feeling the strain on their finances and in turn factor that in to their spending.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *January 21-27, 2002, February 18-24, 2002 and March 4-10, 2002.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION. STORIES APPEARING ON MSNBC RUN AT EITHER 2:26PM, 3:26PM; 4:26PM; 7:26pm; 8:26PM, 9:26PM; OR 10:26PM FOR A 3 MINUTE DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) "THINK BEFORE YOU DRINK"; (5) WEDNESDAY'S CHILD, A PROGRAM THAT BRINGS CHILDREN AND FAMILIES TOGETHER; (6) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (7) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (8) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (9) [www.kvbc.com](http://www.kvbc.com), OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, WEDNESDAY'S CHILD, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM

AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

THE STATION ADDITIONALLY BROADCASTS "COMMUNITY BILLBOARDS", A 30 SECOND SPOT WHICH AIRS 2X PER WEEK IN THE TODAY SHOW AT APPROXIMATELY 7:20AM. A SEPARATE 60 SECOND COMMUNITY BILLBOARD ALSO AIRS IN ROTATION MONDAY THROUGH SUNDAY. COMMUNITY BILLBOARD SEGMENTS, WHICH AIRED DURING THIS QUARTER, ADDRESSED THE VARIOUS AND CURRENT ISSUES OF SOUTHERN NEVADA COMMUNITY AND ADVISED CITIZENS AS TO THE DAY AND TIME OF RELEVANT EVENTS IN THE COMMUNITY AND PROVIDED A CONTACT TELEPHONE NUMBER.

**VALLEY BROADCASTING COMPANY  
QUARTERLY REPORT  
1ST QUARTER, 2002**

**VALLEY BROADCASTING COMPANY  
ISSUES OF CONCERN RESPONSIVE TO  
THE PROBLEMS, NEEDS AND INTERESTS  
OF CHILDREN 16 YEARS OLD AND UNDER  
IN THE SOUTHERN NEVADA AREA  
FOR THE FIRST QUARTER 2002**

**January 1, 2002 through March 31, 2002**

**1. PEER PRESSURE**

Children continue to **stress** about **peer pressure** on a daily basis, pressure to try **alcohol**, **drugs** and **smoking** and pressure of engaging in **sex** and the consequences of getting **pregnant**.

**2. SCHOOL**

Children and their **safety** in school remain a priority for not only parents by all of the residents of Nevada. With the recent tragic national events happening, concerns regarding safety have broadened considerably. The **positive aspects** of school keep children focused on the good things in their own lives although they still have numerous **student issues** to deal with including peer pressure and stress.

**3. VIOLENCE**

Children continue to express **fear** about **violence** here, nationally, and internationally. Locally they are worried about **guns** and **gangs**. National and

international fears include what's going to happen in the world, and concerns about **racism** and racial profiling.

#### **4. ACTIVITIES**

**Friends and family** play a big role in human **activities**. Interaction with others from **sports activities** and **church activities** are important and usually do involve friends and/or family to share in the experiences. The local **community organizations** and the **parks and recreation departments** offer a lot of great programs for kids of all ages as well as provide a sense of belonging within a structured environment.

**VALLEY BROADCASTING COMPANY  
QUARTERLY REPORT  
1ST QUARTER, 2002**

IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.